

BPAP Distribution & Response: The question was distributed to 57 BPAB members and 31 executed the survey for a 54% response rate.

Following are results of questions asked, and additional comments, if any.

[BACK TO TOP](#)

1. Do you currently implement any Business Retention & Expansion (BRE) programs?

Yes = 90% / No = 10%

- We are planning to grow our BRE program. (5)
- They are very informal and primarily driven by crisis management. We're not a good example of BRE.
- Not formal, we do visit business on a regular basis. (2)
- 3 tiers -- One on One visitations, monthly Mayor's Lunch with 2-3 large, fast-growing or newcomer companies, annual Internet survey with 10 questions

2. How would you describe the extent to which you implement the following BRE program components? (Only rate those that you actually implement) (answers continue in right column)

- Gets companies integrated into the community, connected to resources, access to workforce grants, and marketing assistance.
- Most of our growth comes from existing industry. They are very aware of state training programs and are sophisticated when it comes to incentive packages. Our industries use that information in their expansion planning. So while unusually informal, BRE is very active, yet intermittent.
- We partner and work closely with our COC, TWC Board and local community colleges. Establishing a P3 and business executive roundtable.
- We have implemented a Manufacturer's Consortium including Cooke County's major employers and manufacturers. It serves as a roundtable for employer assistance and workforce development, and helps the EDC manage Manufacturing Day, which is a one-day event for high school students in Cooke County ISD's to tour these manufacturing plants and learn more about advanced manufacturing and training programs and employment opportunities available.
- Implementing business surveys and webinars which are more accessible. Early morning (7 am) is a great time to get their attention, and in groups of 4-5 companies where they can share stories or issues or solutions. Works amazingly well.
- As a unique combo of COC-EDO-Tech Business Council, we do some of the retention activities (like HR Roundtables) through our non-EDO components.

- We don't actually offer incentives; however, we help local companies navigate what is available through other entities. The same for talent, hiring, training. We have staff dedicated to Talent Development & Acquisition who work with local resources, sit on local Workforce Solutions Board and provide the collaboration to take advantage of outside resources.
- Our business improvement "matching" grant (BIG) has been well received. Biggest negative is wanting to provide more funds than revenues allow.
- Job listing at market level wage is a huge success.

